



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/27 thru 03/05.

(prices in dollars per carton)

Fri. Feb 27, 2015

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		25.6% of 29,100 stores				26.1% of 29,100 stores				32.9% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	62	2.88	619	1.65			375	2.14	40	2.99	310	1.56
	White 18 pack			30	3.02			497	2.08			110	2.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	184	1.99	815	1.62	3	3.98	1,617	1.29	120	1.76	610	1.43
White 18 pack	2,348			2.58	356			2.15	1,350			2.55	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack			318	4.39			1,299	3.76	50	3.99	10	3.50
	Brown 12 pack									110	3.99	330	4.36
	OMEGA-3												
	White 12 pack	290	2.94	1,124	2.61	28	2.75	730	2.38	390	3.05	1,530	2.58
	Brown 12 pack			137	3.99							40	2.40
	CAGE-FREE												
	White 12 pack	118	2.99	200	2.59	12	2.50	1,455	3.62			1,450	2.63
Brown 12 pack	824			3.20	1,470							2.65	
VEGETARIAN FED													
White 12 pack	14	3.00	258	2.99	38	2.13	39	2.27	30	2.89	200	2.46	
Brown 12 pack			235	2.01							510	2.74	

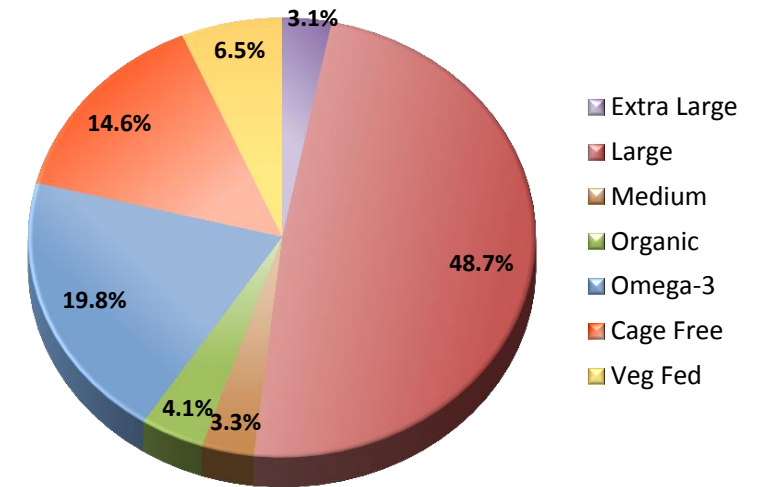
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,058	2,848	2,540	Large Eggs on Sep-02-2014
Specialty	3,518	3,601	6,120	
Total (includes MD)	7,835	6,511	8,940	562.4
Special Rate 4/:	3.1%	3.2%	1.7%	down 0.9%

5/ 1,000's of 30-doz cases

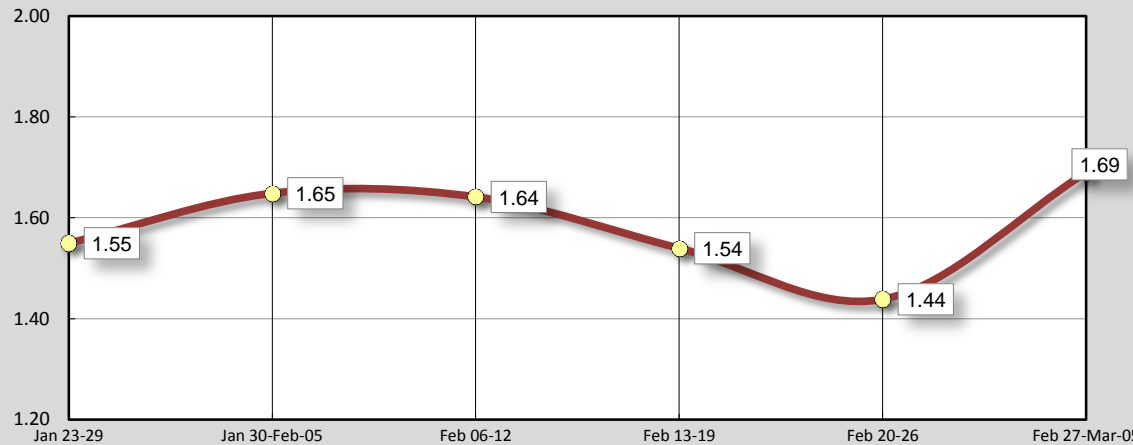
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is up due in part to a substantial increase in supermarkets promoting USDA Grade A 18 pack eggs. The weighted average price of Large White eggs, Grade A or better, offered to consumers is higher. The occurrence of "no price" specials is about the same as last week. Advertisements for Medium and Extra Large eggs are showing up more in circulars this week. Promotional activity for specialty shell eggs is only slightly lower than last week. Ads for Omega-3 and vegetarian fed eggs increase in visibility, however USDA Organic and cage free brown egg ads are not as active as a week ago. Liquid egg promotions increase with most activity in the Southeast region.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/ FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		39.8% of 5,500 sampled outlets Activity Index = 3,309 (includes Medium)						28.0% of 7,400 sampled outlets Activity Index = 1,140 (includes Medium)						24.3% of 6,100 sampled outlets Activity Index = 1,635 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack										0.99	4	0.99				1.25 - 1.50	90	1.28
	White 18 pack	2.88	62	2.88															
	Brown 12 pack																		
MEDIUM		White 12 pack			1.50	161	1.50	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.99	184	1.99	1.47 - 2.29	289	1.81				1.47 - 2.29	135	1.96				0.88 - 1.79	319	1.28
	White 18 pack				2.50 - 2.88	258	2.51				2.49 - 2.79	795	2.68				1.79 - 2.89	663	2.49
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			0.98 - 1.19	21	1.14
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				4.69	258	4.69										2.29 - 4.00	26	2.82
	OMEGA-3																		
	White 12 pack		2.50 - 2.99	290	2.94	1.99 - 2.99	772	2.84			1.99 - 2.50	91	2.00				1.99 - 2.99	27	2.23
	Brown 12 pack					3.99	137	3.99											
	CAGE-FREE																		
	White 12 pack		2.99	117	2.99				2.99	1	2.99	2.50	6	2.50			2.50 - 2.99	192	2.59
S P E C I A L T Y	Brown 12 pack					2.99 - 3.59	509	3.43				2.50	93	2.50			2.50	117	2.50
	VEGETARIAN FED																		
	White 12 pack					2.99	258	2.99											
	Brown 12 pack		3.00	14	3.00						2.50	15	2.50				1.98	180	1.98
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		16.2% of 4,900 sampled outlets Activity Index = 873 (includes Medium)						16.1% of 3,800 sampled outlets Activity Index = 607 (includes Medium)						25.0% of 1,300 sampled outlets Activity Index = 264 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	140	1.20				1.50 - 2.50	286	1.94				1.50 - 2.50	99	1.80
	White 18 pack										2.99 - 3.14	30	3.02						
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.47 - 1.79	24	1.76				1.65 - 1.88	48	1.69						
	White 18 pack				2.50 - 3.49	370	2.68				1.49 - 2.50	195	2.39				2.50	60	2.50
	Brown 12 pack																		
MEDIUM		White 12 pack			1.19	29	1.19	White 12 pack			1.50	39	1.50	White 12 pack					
		White 30 pack						White 30 pack			2.99	9	2.99	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.28	34	3.28												
	OMEGA-3																		
	White 12 pack					1.89 - 2.29	234	2.14											
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack					2.50	2	2.50											
S P E C I A L T Y	Brown 12 pack																3.49	105	3.49
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.98	40	1.98												

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 7 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										2.50 - 3.97		
	White 18 pack										7		
	Brown 12 pack										3.13		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/27 thru 03/05.

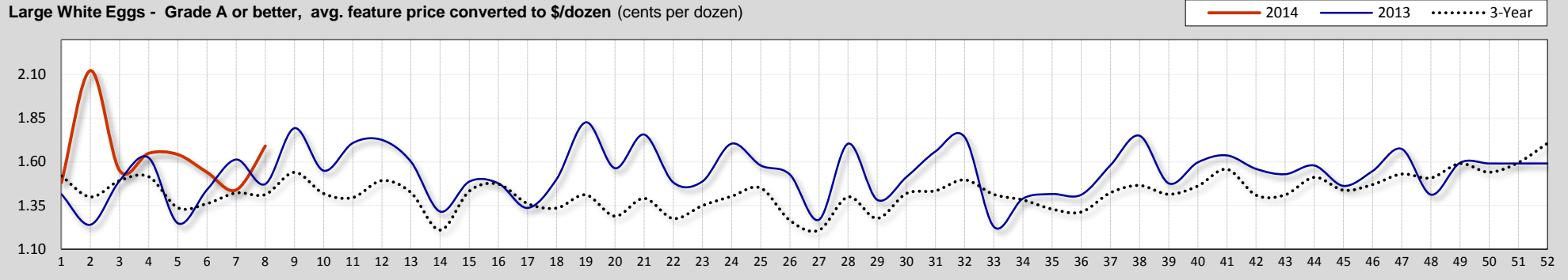
(prices in dollars per carton)

Fri. Feb 27, 2015

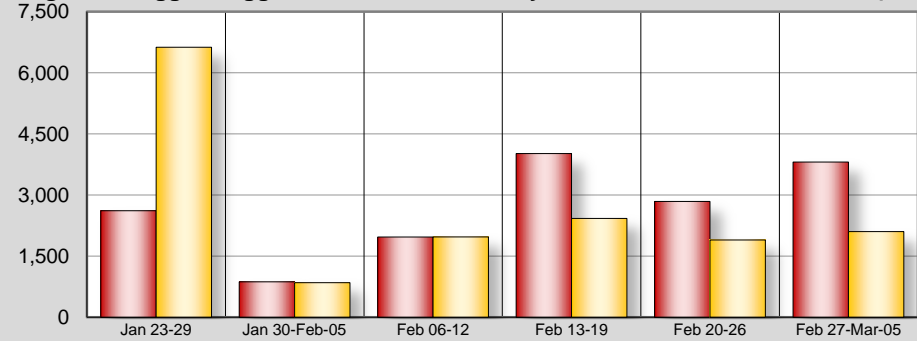
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.5%	6.1%	5.1%	15.4% of 5,500 sampled	20.2% of 7,400 sampled	1.2% of 6,100 sampled	1.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	2,105	1,899	1,210	Activity Index = 492	Activity Index = 1,493	Activity Index = 69	Activity Index = 51	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	675 2.81	1,367 2.49	660 2.78	2.00 - 3.50 208 2.95	1.88 - 3.50 410 2.73	2.88 57 2.88			
32 oz. crtn	1,430 4.20	532 4.54	550 4.23	4.99 284 4.99	3.99 1,083 3.99	4.59 12 4.59	4.29 51 4.29		
3 - 4 oz. cup									
2 - 8 oz. cup									

EGG PRODUCTS	ALASKA	HAWAII
1/ Feature Rate	0.0% of 100 sampled	6.2% of 100 sampled
2/ Activity Index	Activity Index = 0	Activity Index = 0
	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn		
32 oz. crtn		
3 - 4 oz. cup		
2 - 8 oz. cup		

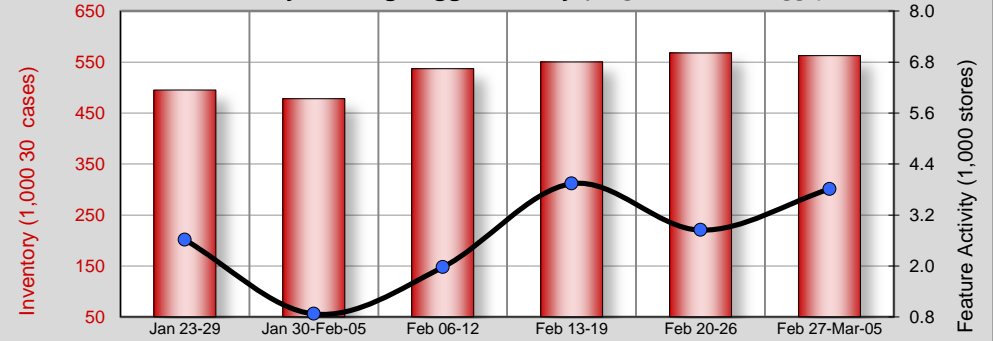
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.